



eFoodUSA Welcomes New Distributors

eFoodUSA has been growing with leaps and bounds. In the past year we have provided a complete internet solution to more than two dozen food service distributors across the United States. In just this past quarter, we have added 6 new sites to our internet family. We would like to extend a big "Welcome" to everyone!

With a recent endorsement from UniPro Foodservices, Inc. and the renewal of the endorsement from the Multi-Unit Group, many of the distributors working with eFoodUSA are members of UniPro and the MUG organization. However, other distributors not connected to those

organizations have taken advantage of eFoodUSA's order entry, reporting and inventory features as well. We know that our system has provided a benefit to everyone this past year, and will continue to provide many benefits for you in the future!



Distributors utilizing eFoodUSA-powered websites are located across the USA..

New Features for System Upgrade

Our new upgrade is here! This is an exciting upgrade that will make the distributor's life easier and give customers, including the corporate customer, easier, quicker and more functional control of their order guide activities. The new features are as follows:



New upgrades are free of charge for all clients.

1. All operators now have the ability to create "Additional Personal Order Guides."

When they create "Additional Personal Order Guides," they can give them distinguishing names such as Chef's Order Guide, Standard Weekly Order, Cycle Menu, and so on. These "Additional Personal Order Guides" will also be available for printing as multi-use order guide worksheets.

2. The Corporate Account can now choose to display their "Personal Order Guide" as the "Corporate Order Guide" for selected Corporate-Unit Accounts.

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In the News:

- The June 12, 2001 issue of PC Magazine featured E.G. Forrest and mentioned eFoodUSA in the article entitled Hot Food Online.
- ID Magazine recognized Abbott Foods as "Great Distributor Organization in 2001." eFoodUSA was mentioned as an internet solution for their order entry.
- This January, eFoodUSA was in San Antonio, TX, at the Multi-Unit Group's Annual Sales Conference in support of the MUG Organization, who has chosen eFoodUSA as their primary order entry and local reporting solution.
- eFoodUSA has joined the IDS Certification Program. This will allow current IDS users to seamlessly integrate between their back-end system and our website solution.
- eFoodUSA, Inc. has been endorsed by UniPro Foodservice, Inc. as an order entry internet solution.
- We've moved our offices! Make sure you have our current contact information:

Address:

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Feature Focus

Personal Order Guides have always been a convenient, personal touch to the order entry process. It keeps your customers' frequently ordered or favorite items organized for easy repeat ordering. With the new upgrade feature of Additional Personal Order Guides, your customers can now organize even better with more than one personalized order guide.

Personal Order Guides can be a real time saver. They can be alphabetical, geographical or in any order your customer designs them. Your customers can create lists of the products that they would use on a regular basis and not have to worry about searching through pages of items they would not need. This not only saves on page loading time, but also allows for quick and easy repeat ordering. By assigning categories to an order guide, it keeps your customers' items organ-

"Personal Order Guides can be a real time saver."

ized and at the same time, provides quick links to navigate throughout the order guide while placing an order.

A Personal Order Guide can also be a great aid in taking inventory. Your customers can print out their personal order guide(s) as worksheets in the order guide section, and store up to a year's worth of saved inventories online!

Personal Order Guides are easy to create, too. Step by step instructions can already be found in the help pages on your website; or send your customers an interactive demo CD. You can find one already made for you in the Marketing Package (see article below), or call us at 847-390-8064 for more details.

Keep a look-out for our issue next quarter where our Feature Focus will be about Featured Vendors!

Marketing Package Coming Soon!

Keep your eyes open for a package in the mail from eFoodUSA! We will soon be sending you a "Marketing Kit and a Plan" that will include incentive ideas, marketing flyers, informative CDs and more!

This kit is free for you to use in any way you want. Customize our ideas and make them



2001-2002 Marketing Plan Kit

your own, or incorporate parts of this kit into your already existing marketing plan.

Can't wait for your package to arrive in the mail? E-mail or call us for your customer password, and check out the marketing pages online by visiting our home page at <http://www.efoodusa.com>.

New Features for System Upgrade

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The Corporate Customer can access a yes/no list to control which of their accounts will have the "Corporate Order Guide" displayed.

3. When a change is made to the Corporate "Personal Order Guide," there is a notification posted on the "Place Order" page of all the Corporate-Unit Accounts that are selected to use the "Corporate Order Guide." They will then have to click a check box to acknowledge they have seen the change, and the notification box will then be cleared from their screen.

4. The maintenance section will now have multiple-level password protection. Separate passwords can

be given for individuals using only particular aspects of the maintenance section and for individuals needing complete access to all maintenance processes. This maintenance page will also now display all processes, including those previously accessed by web address only. In addition, a hidden link has been added to your website to access the new, multi-level log-in page.

5. The browser back button has been disabled in the "Place Order" section and replaced with a "Modify Your Order" button. This eliminates the difficulties some operators were experiencing that was caused by certain network settings on the operator's or ISP's network.



Customer Testimonial

"I've found that web access to [my foodservice distributor] is not only functional and versatile, it is a ready source of all types of information regarding the products that [my foodservice distributor] stocks. Whether I want to find out what brands of turkey breasts are available and at what price, or I want to find some new varieties of soups to menu, all I have to do is "click" my way through a few easy steps online. The ultimate in ease, however, is the order process, since I can walk through my personal order guides or just enter the item numbers of the products I need -- or a combination of both steps!

The ultimate in service is the Reports mode. I am able to obtain my own usage reports in a variety of configurations and use them for such purposes as filing rebate claims or just monitoring my purchasing. And I can do any of these at any time of day or night, whenever I have the time, not just during business hours."

*Toni Fisher
Food Service Director*

TECH Corner

Ever wonder what those .com extensions stand for? Just for fun, here is a list of popular website endings and their meanings:

- .com—Commercial
- .edu—Education
- .gov—US Government
- .int—International Organizations
- .mil—US Department of Defense
- .net—Networks
- .org—Organizations



As an added bonus here are a few internet related acronyms and what they stand for:

- FTP—File Transfer Protocol
- HTTP—HyperText Transport Protocol
- HTML—HyperText Markup Language
- URL—Uniform Resource Locator

Top Ten Ways to Handle Email Overload

One of the biggest problems we face today is handling large quantities of information. Our technology and access to information is impressive but it's a double-edged sword. It fills our minds and our lives with clutter.

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On an average day I receive over 150 emails—some days as many as 500. It's easy to get overwhelmed. So what are we to do? Here are a few things I've found to help me manage my inbox better.

1. Don't Check Mail Every Few Minutes

This is a tough one for me, but it's much more efficient and you'll stay more focused on your current work if you're not constantly checking for new mail.

If you have a direct connection and your mail is delivered automatically, you can still wait to respond every two hours or so. By assigning a specific time to read and reply, you'll definitely gain efficiency.

2. Flag Messages for Later Action

My wife thinks I go a bit overboard with this feature, but it's the only way I can keep track of the messages

that need attention but can't deal with right away.

My program (MS Outlook) allows me to set the action and the time and date of the reminder. You can still procrastinate, but at least you know which ones and how many you're avoiding.

3. Use Folders

Most email programs allow you to create folders (and even subfolders) to sort your mail. This usually makes finding messages much easier.

A small down side—at least for MS Outlook—is that your flagged messages will no longer give you reminders if you've filed the message in a folder other than your inbox.

4. Set up Rules

Most good email programs will allow you to automatically sort your email as it comes in. This is done based on a set of criteria you establish such as the content, the sender's email address, the address to which it's sent, etc.

You can do this by color-coding the email or by sending it to a particular folder—even the deleted items folder.

5. Deal with Similar Responses All At Once

By sorting your mail using the methods described above, you can now deal with similar messages all at once. You save time by not having to look up the same info all over again.

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Evolving e-Commerce for the
Foodservice Industry

Happy New Year!



Top Ten Ways to Handle Email Overload

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6. Templates

If your email client allows you to create templates, use them. They'll save you oodles of time for those responses that require the same or similar information on a regular basis.

Just create your new message based upon your pre-established template and edit as needed.

You can also set up sig files (see below) and use them as boilerplate responses or mini-templates.

7. Cut, Copy, Paste

One of the most powerful features of today's operating systems and office suites is the ability to cut and paste—sometimes multiple pieces—of information to transfer from one document to another. Save the typing time. Copy from other documents and paste into email.

If you don't know how to use this feature, learn today. You'll wonder how you got by without it.

8. Make Heavy Use of the Delete Key

Hardly anything can free up your inbox more than deleting email you don't want. Hitting the delete key or delete button is the best way to dump data.

9. Signature Files

I use different signatures for different parts of my business—five or six of them, in fact. I also create them for boilerplate paragraphs to insert common responses into my messages. It's very powerful.

10. Customize Your Program

Most people use only 20-30% of a program's capability. Take this up to even 50% and you'll marvel at your added efficiency. Investing some time in learning more of the features of your email program and then customizing it to work the way YOU want it to will pay big dividends.

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Michael Angier is the founder and president of Success Networks. Success Net's mission is to inform, inspire and empower people to be their best—personally and professionally. Download their free eBooklet, KEYS TO PERSONAL EFFECTIVENESS from www.SuccessNet.org/keys.htm. Free subscriptions, memberships, books and SuccessMark™ Cards are available at www.SuccessNet.org.